



Reduces overall cost  
of training by 20-40%

Improves participant  
productivity

Self-reinforcement  
increases adoption  
and retention

Minimize time  
out of the field

Promotes continuous vs.  
event-based learning



## Web-Based Instructor-Led Training: An Integral Component of the InfoMentis Blended Learning Approach

### The Rules Have Changed

External factors—including the economy, an ever increasingly younger work force, and the introduction of new technologies—are dramatically changing the landscape and direction of performance improvement and workplace learning. Like many companies, in order to deal with this challenging economy, you may have reduced or eliminated travel budgets.

Your core needs have not changed, though. You still need to improve field execution skills and behaviors of your customer-facing workforce in order to:

- Improve performance
- Reduce costs
- Increase productivity

*... and drive revenue.*

### InfoMentis Delivers Web-Based Instructor-Led Training

Our Web-Based Instructor-Led Training is an innovative and cost-effective vehicle for delivering our industry-leading, proven, instructor-led content—over the web. It can be packaged into easily digestible modules, maintaining the same standards as our on-premise training:

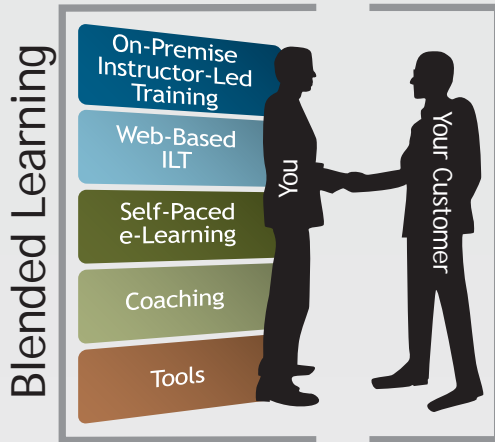
- Small group- or **team-based interactive breakouts** for exercises
- Breakouts use **virtual whiteboards and any other tools** available on participant laptops
- Our traditional **70:30** ratio between practical application (exercises) and instructor-led lecture
- Uses our **mentor coaching** model
- A **focus on the practical application of skills**—not just knowledge transfer

In addition to the general benefits of blended learning, our web-based instructor-led training is, on its own, self-reinforcing. Attendees receive enough information to absorb and apply without overwhelming them, and then they are brought back to the concepts to practice and re-use repeatedly.

### One Size Does NOT Fit All: Creating the Right Blend for You

We know that no single approach works for every client. Every program we deliver is **configured based on your specific needs** and integrates with your existing programs and processes. We work with you to **architect the right blend** of web-based and/or face-to-face training, e-Learning and tools to **deliver the results you require**.





"This formula of blended learning is unbelievable. I didn't think that we could achieve as much with web-based as face-to-face. I feel like I was in a face-to-face workshop and would recommend this training to others."

- Sales Manager

"The Handling Objections section really taught me how to handle real objections from OUR customers, and what I need to prepare to do a better job."

- Oracle Inside Sales Rep

"I wouldn't want to go back to traditional instructor-led training."

- NetSuite Sales Rep, after experiencing multiple components of the InfoMentis Blended Learning approach

"Wow! The breakouts were so frequent, the time just flew by."

- HP Sales Manager

## What Web-Based Instructor-Led Training Can Mean to You...

As part of a Blended Learning strategy, Web-Based Instructor-Led Training delivers additional benefits to our clients, over and above those from face-to-face training:

- **Improves productivity** – increases time spent doing their "regular job" by spreading training out over a period of time
- **Cost-effective alternative** for clients who have travel bans or have need to reduce travel expenses associated with On-Premise Instructor-Led Training
- **Logistical alternative** where On-Premise Instructor-Led Training is not practical or where scheduling is difficult
- **Reaches a broader audience** of those whose job doesn't allow extended time away from their duties and the generation of learners who prefer web-based delivery
- **Reduces corporate cost** of training 20-40% by eliminating travel
- **Improves adoption and retention** – delivered in a modularized, digestible format, is repeated and there's more opportunity for ongoing accountability for participation and usage

## InfoMentis Can Deliver Our Entire Curricula of Content Via Web-Based ILT

### Representative Sample:

- Territory planning and management
- Account strategy and planning
- High value consulting
- Deal coaching
- Handling objections
- Effective meeting management
- Personal sales effectiveness
- Effective executive conversations
- Manager coaching
- Channel management
- Partner relationship selling
- Effective discovery techniques
- Opportunity management
- Selling the value of maintenance
- Effective demonstration techniques
- Developing high yield questions
- Effective communication
- Opportunity qualification
- Aligning presentations and demos with client needs
- Improving listening skills
- Setting and handling competitive traps



**InfoMentis**  
mindshare momentum

### About InfoMentis

InfoMentis is a global consulting and performance improvement company providing configurable programs to help our clients enable cultural change. We teach our clients how to more effectively get, keep and satisfy their customers and partners, while at the same time helping them to achieve bottom-line results. Our configurable courseware, e-Learning modules, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for those in marketing, sales, services, support and management around the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis helps industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, our clients are able to recognize that an opportunity for growth is significant among organizations eager to differentiate themselves. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 35,000 professionals in 51 countries.

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